



# FORGING LINKS

Greater Flint Area Community Cultural Plan  
Phase One: Assessment Report

August 2003

## GREATER FLINT AREA COMMUNITY CULTURAL PLAN

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*Made possible by a grant from the Ruth Mott Foundation*



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# INTRODUCTION

Under the auspices of the Greater Flint Arts Council and with funding from the Ruth Mott Foundation, the Greater Flint community has embarked upon a community cultural planning process. COMMUNITY CULTURAL PLANNING is a structured, inclusive fact-finding and consensus-building process around the role of arts and cultural activity in community life. Our local planning process began when eight community members attended a seminar on cultural planning sponsored by the Michigan Association of Community Arts Agencies. We learned there is growing recognition across the country that planning for arts and culture can have significant impact on community revitalization and quality of life. Knowing the Flint area is in transition with multiple planning initiatives underway, the group agreed it is critical to integrate arts and the role of arts and culture into these development efforts. Once funding for a planning process was secured, the Arts Council engaged two planning consultants, Susan Wood and Morrie Warshawski. A facilitation team researched cultural planning results from other communities and decided to begin with an assessment of the current local landscape: what arts and cultural resources do we have in the Greater Flint area, and what are the gaps and needs? *Forging Links* is the result of that assessment.



# FOREWORD

**Greg Fiedler**

*Director*

*Greater Flint Arts Council*

The Greater Flint Arts Council has had the honor of guiding Genesee County through the assessment phase of a community cultural plan. We are gratified to have this opportunity to fulfill our mission, to be *a catalyst and advocate for increased artistic and cultural enrichment of our ethnically diverse community*. Cultural planning has advanced arts/cultural programming and led to the development of arts/cultural venues in communities throughout the United States. It is our intention that it will have similar results in the Greater Flint area. If we share a vision, we are better able to achieve it.

The cultural planning process is already producing benefits. We now have a list of arts/cultural resources and appropriate data. The assessment phase has initiated communication among a broader scope of arts/cultural groups. It has connected arts/cultural groups with artists. It has connected arts/cultural groups with their constituencies. It has engaged conversation about local racial disharmony and has initiated more dialogue between city folks and county folks. With so much talking going on, good things are bound to begin. We are excited about the results of this first phase of the Greater Flint Community Cultural Plan and look forward to initiating the next phase, Planning and Goal Setting. We also look forward to feedback on this report, and to increasing participation of community residents as we move ahead.



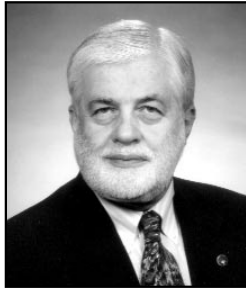
**Gloria Coles**

*Director*

*Flint Public Library*

The Flint Public Library is pleased to be a partner in the community cultural planning process. This report covers the assessment phase of this process, which has taken place over the past twelve months. The library has great interest in the Flint area's cultural planning. Serving as an extended classroom, the Library uses arts and cultural events to showcase our role as a locus for civic engagement—a place where neighbors can meet, share an appreciation of the arts, and discuss community issues and address problems. The mapping of arts and cultural resources which this report presents can be the basis for future arts and cultural development at the library and throughout the community.

Research has shown that communities in which area residents value, support and participate in a rich and diverse arts and cultural environment are places where creative people want to live and work. In cities all across the country, the power of the arts to stimulate social change and champion social and economic justice has been recognized. In the Greater Flint community, the community cultural plan can harness this power and be a critical aspect of the community rebuilding that is taking place. Based on partnerships among cultural institutions, organizations, agencies, neighborhoods and individuals, we can design and implement the programs that will engage us in preserving cultural legacies, in promoting community values that transcend race, ethnicity, class, age and other barriers leading to collective problem solving. First, we will need to stabilize and amplify our arts community, filling gaps and supporting our artists while growing our audiences and participants. A community cultural plan can be the blueprint for this work, and this report is the first step.



**Jack Minore**  
*Representative*  
*State of Michigan*

I applaud the Ruth Mott Foundation, the Greater Flint Arts Council and the facilitation team for conducting this important assessment of arts and cultural resources in the Flint/Genesee County area. A community that ignores its cultural institutions—a zoo, a museum, a jazz festival, a notable bridge, a library, an architectural marvel or a symphony orchestra, for example—ignores a basic element of its identity in the minds of its own citizens as well as its visitors. Such cultural institutions and artistic activity can be an integral part of a community's image. Communities in general, and Flint/Genesee County in particular, need to recognize that fact and include local artists and institutions in their comprehensive plans. That is true not just for zoning and building issues, but for social and economic planning as well; arts and culture need to be included in *all* aspects of our community's planning. We need to recognize that the cultural activity of a region contributes to every phase of a community's health and well-being. Governor Granholm has clearly recognized that in acknowledging the role of creativity in what she and others have labeled, "cool cities."

With this community cultural planning effort underway, Flint and Genesee County have a chance to coordinate planning across all units of government, and to be a model for doing so across the state and beyond. Arts and cultural leaders and all the people who participated in the assessment phase of this planning project need to join forces to ensure the government and quasi-governmental units of the region do not squander this unique opportunity.



# EXECUTIVE SUMMARY

Arts and culture are central to the quality of life of the citizens who live and work in Genesee County. In a region beleaguered by tremendous social and economic transitions, the institutions and people who offer arts and culture services provide a rare and an important bright spot—one that ignites hope, gives physical and emotional pleasure as well as intellectual illumination, and nourishes pride in the community.

*Forging Links* describes the efforts of a dedicated facilitation team, assisted by two professional consultants, involving participation from over 150 citizens to launch the first phase—Assessment—of a comprehensive community cultural planning process. To our knowledge, this is the first effort of its kind to map the assets and identify the needs of the arts and cultural community of the Greater Flint/Genesee County area. The reader will find a wealth of information in the pages that follow.

The section on the history of the project gives a detailed background on how and why this effort was launched, what we hoped to accomplish, who the key players have been, and the methodologies employed to realize the vision of this initial phase of a community cultural planning process.

The section on demographic data provides a context for everything that follows. We present Census Data for Genesee County and for the city of Flint that paints a portrait of our citizens, their ethnicity and economic status; as well as interesting information on literacy, education levels, and birth rates. We also present in this section summaries of important recent findings on arts and culture as reported by others (Flint Cultural Center research, Social System Research Institute's *Genesee County Quality of Life Report*, and data from the Michigan Association of Community Arts Agencies).

In the section on our community roundtable meetings, we summarize what we learned from our twelve sessions with a wide cross-section of the community, and provide sample quotes from many of the meetings. The themes most representative of citizens' opinions include:

- Flint has a wealth of excellent arts and cultural resources—organizations and artists
- The arts in Flint are fragmented and need to communicate better with one another
- Local artists feel undervalued and underutilized
- A large portion of the general public feels left out of the arts
- Flint citizens and artists are hungry for a “scene” and a more attractive city
- Race matters
- The arts are an important part of educating our youth
- Lack of parental commitment to the arts is a major issue
- The city has a negative national reputation and local image that affect the morale of its citizens

The next chapter in the report outlines the results from an extensive written survey administered to arts and culture organizations in Genesee County—the first survey of its kind to provide an in-depth look at the workings of these organizations. The results show a cohort with a few dominant and very well respected large institutions who represent the bulk of funding and programming in the community, surrounded primarily by a large number of small organizations with access to few resources, and a small cohort of intermediary organizations. This chapter has detailed information on: locations, staff and volunteers, finances, facilities, art forms, audience makeup, organizations deemed by most to be exceptional, and a list of perceived strengths.



We also learn what these groups feel are their current most pressing issues (in the following order of importance):

- Funding (far and away the most often noted issue)
- Space (Size, Location, Condition)
- Staffing (Capacity, Size, Retention)
- Volunteers and Board
- Marketing and Community Awareness
- Developing New and More Diverse Audiences

In our concluding chapter we recommend that the community begin a process of focusing on the gaps in service, basic needs and large trends that this assessment has identified:

- Increase and stabilize long-term levels of funding to the arts and cultural sector, with special attention to the small and mid-sized organizations
- Tackle critical issues of facilities, both current and potential, with respect to size, adequacy, number, location, and type
- Make significant improvements to the urban environment, especially downtown
- Find ways to address the needs and complaints of currently underserved audiences, especially African Americans and youth
- Make more inroads into improving arts education opportunities for youth
- Assist local artists by providing more opportunities locally to exhibit, sell and perform their work
- Facilitate more mechanisms to open up lines of communication among arts and culture groups, and between them and the public at large
- Create a vision for developing arts and culture supported by strong leadership (individuals and organizations) who advocate for inclusion of the arts in any and all urban planning discussions and as part of all research and survey work on quality of life issues

We also outline possible next steps, centered primarily around launching the next phase of community cultural planning—Planning and Goal Setting; in addition to recommending that the community begin to take action in areas where there is already the wherewithal to make progress in any of the areas identified above.

The document ends with a very detailed Appendix full of information on our methodology, as well as lists that will be of practical interest to many readers (e.g. List of All Participants, List of All Arts and Cultural Organizations in Genesee County, and a List of Facilities).

It is our sincere hope that this document helps community members understand the role and needs of arts and culture in Greater Flint, that we generate healthy debate among all sectors of the community, and that our findings lead to concrete actions that will make the quality of life significantly better for current and future generations.



# PROJECT HISTORY

The community cultural planning process for Greater Flint grows out of a national context which focuses on the role of arts and culture in community development. While communities have long utilized strategic planning to identify and articulate goals and action steps around particular issues, *cultural planning* is a relatively new phenomenon. Now, there is growing recognition across the country that planning for arts and culture can have significant impact on community revitalization and quality of life. The National Endowment for the Arts and other national arts funders have established grant programs for cultural planning to encourage towns and cities to put the vitality of arts and cultural activity at the center of community life.

There is local and state impetus for cultural planning as well. In response to a recent book by Richard Florida, *The Rise of the Creative Class*, Governor Jennifer Granholm has called for the creation of “cool cities, hip places to live and work.” Hoping to launch a statewide dialogue and partnership between arts, cultural, civic, business and economic development stakeholders, the Michigan Council for Arts and Cultural Affairs has engaged Richard Florida as keynote speaker at its annual conference in December, 2003. A related but separate conference will happen in Flint in October, 2003, when the Animating Democracy Initiative (a program of Americans for the Arts) will hold its national conference on the grounds of the Flint Cultural Center. The goal of this event is to advance efforts in arts-based civic dialogue and civic engagement, and Flint was chosen as a site because of the community-building initiatives utilizing the arts and creative process already under way. Meanwhile, Flint is engaged in multiple planning and community development activities outside the arts and cultural realm, including plans for downtown, the Harwood Institute work on civic engagement, and

issues of productive land use, economic development and the Granholm/Community Challenge.

Our current cultural planning effort both reflects and contributes to this local, state and national activity, and is an attempt to link the various initiatives across sectors. The process began in June 2002, when eight Flint citizens representing arts, culture, philanthropy and business attended a seminar on cultural planning conducted by the Michigan Association of Community Arts Agencies (MACAA). Attendees included Bruce Bradley (Flintstone Hoofers), Gloria Coles, (Director, Flint Public Library), Greg Fiedler, (Director, Greater Flint Arts Council), Sharnita Johnson, (Program Officer, the Ruth Mott Foundation), Jack LeSage, (T. S. Jenkins Associates), Cindy Ornstein, (President & CEO, the Flint Cultural Center Corporation), Tim Shickles, (Director, Sloan Museum) and Sue Wood, (Arts Consultant). (*See Appendix for contact information on the facilitation team.*)

This seminar covered topics such as why communities make a cultural plan, the kinds of plans they choose to make, the usual steps in the process and the characteristics common to cultural plans. Several case studies were also presented. The team from Flint had a chance to talk together about launching a cultural planning process.

Later, in Flint, Sharnita Johnson convened the group to determine if they wanted to pursue doing a cultural plan for Greater Flint. Everyone who had attended the seminar was eager to proceed, so a grant proposal was submitted to the Ruth Mott Foundation on behalf of the Greater Flint Arts Council (GFAC) for phase one—an assessment of arts and cultural resources and the identification of gaps and needs. The group decided to call itself a facilitation team because key decisions would be sought from the larger

community, and agreed to stay together to steward the assessment process. Upon receiving the grant from the Foundation in September 2002, GFAC contracted with Sue Wood to be the project director. It was expected that following a thorough mapping of the current arts and cultural landscape, a report would be submitted to the Foundation along with a second proposal to fund phase two—Planning and Goal Setting. This document is that report.

The facilitation team spent the first several meetings grappling with process, definitions and issues of inclusion. (*See Appendix for a chronological list of all meetings.*) The group agreed on several goals: to advance the importance of arts and cultural activity in Greater Flint and to ensure arts and culture are at the table in all current and future urban planning efforts; to be inclusive in our definition of culture so as to reach both mainstream organizations and non-traditional, or emerging entities; to embody both vision and pragmatism; to establish effective methods of communication internally and externally; and to conduct an open process without sacrificing structure. On November 13, 2002, a public forum was held at GFAC to introduce interested general and cultural community representatives to the goals and process for the proposed planning. In order to expand both the number and the diversity of participants, a second public forum was held January 9, 2003. At this meeting, which drew a diverse and sizeable group, participants engaged in brainstorming and visioning about what a Genesee County cultural plan might achieve. When it ended, the group felt confident it was ready to launch the assessment phase of the planning effort. The group also agreed on the sectors of the community that needed to be involved as well a definition of “culture” (the creative expression of identity, place and meaning) and “cultural planning” (a structured, inclusive fact-finding and consensus building process). (*See Appendix for one-page description of definitions and process.*)

In February 2003, Ann Arbor-based consultant Morrie Warshawski was brought on board to advise on data collection and assessment methodologies, and to provide some analysis and synthesis of information gathered. With his assistance, the facilitation team proceeded to collect data and

information over the next several months in the following ways, each of which is summarized and analyzed later in this report:

- Demographic data—synthesis of information from reports which already exist, such as census statistics, the Harwood publications and Cultural Center market research
- Roundtable discussions with twelve sectors across the community
- Written surveys to all arts and cultural organizations in Genesee County

In addition, several rosters now exist in data bases and are included in the appendix of this report. They include:

- Roster of facilitation team
- Roster of all who participated in the planning process, whether by attending a meeting, filling out a survey or attending a roundtable
- Updated list of all arts and cultural organizations in Flint and Genesee County (*list includes all groups we were able to verify*)
- A preliminary list of facilities available to arts and cultural groups

This version of the report itself is complete and comprehensive. Two other pieces are in production and will be available in the fall 2003:

- Color brochure which summarizes key findings and can be disseminated throughout the community
- Map, utilizing symbols and icons, to locate arts and cultural organizations and facilities



# DEMOGRAPHIC DATA

(Based on US Census 2000 Data for Genesee County)

Total Population = 430,459

(Flint = 124,943)

Population Percent Change, 1990-2000  
= 1.3% Increase

Percent Born in Michigan = 78.1%

Persons under 18 years old = 27.4%

Persons 25-54 = 43.4%

Persons 65 years old and over = 11.6%

Females = 51.9%

Males = 48.1%

White Persons = 75.3%

(Flint = 41%)

African Americans = 20.4%

(14% in “northwest periphery” zone within  
2 miles of Flint) (Flint = 54%)

American Indians = 0.6%

Asian Americans = 0.8%

Persons Reporting Two or More Races = 2.2%

Hispanic/Latino = 2.3%

(Flint = 3%)

Foreign Born = 2.1%

Language other than English Spoken  
at Home = 4.5%

Major Ancestries Reported:

- German = 109,082
- English = 67,755
- Irish = 66,368
- French (except Basque) = 31,822
- Polish = 24,488
- Dutch = 13,659
- Scottish = 12,611
- French Canadian = 12,168
- Italian = 9,453
- Scotch-Irish = 7,492
- Greek = 7,006
- Swedish = 6,126
- Slovak = 5,239

High School Graduates = 83.1%

Bachelor's Degree or Higher = 16.2%

Number of college students attending four local  
higher ed institutions = 25,000

Persons with a Disability = 82,814 (19%)

Home Ownership Range = 73.2%

Median Value of Owner-Occupied

Housing Unit = \$95,000

Persons Per Household = 2.4

Median Household Money Income (1999) = \$41,951

Per Capita Money Income (1999) = \$20,883

Household Income Below \$15,000 = 19%

(Flint = 41%)

Percent of Births to Unmarried Women/Flint = 65%

Female Households with Children

(as % of all Families with Children) = 20%

(Flint = 40%)

Percent of Adult Illiteracy = 21%

(Flint = 35%)

Non-completion Rate for High School = 31%

(Flint = 60%)

## FLINT CULTURAL CENTER RESEARCH

In 2002 the Flint Cultural Center Corporation (FCCC) commissioned surveys and focus groups (conducted by Audience Insight of Fairfield, CT). The results are specific to FCCC and its member organizations. However, there is much in the two reports that gives insight into public attitudes about and usage of the arts in the greater Flint area (encompassing a 20-mile radius around the FCCC), and can be generalized to other arts and culture organizations.

The Focus Groups showed that:

- Usage of the Flint Cultural Center often began when the participant was a child, and continues with varying frequency throughout a participant's lifetime
- The presence of children in the home serves as a catalyst for attendance

- For many younger respondents, participation is a spontaneous social activity rather than something that is planned out in advance
- For younger users, it is clear that frequency and regularity of activities is a key to attracting them
- A significant segment of users feel their participation would be enhanced through greater education about performances, exhibits and activities
- Users and non-users alike cite lack of information about offerings as the primary barrier to more frequent participation
- Lack of downtown amenities (restaurants, coffee houses, bars...) is seen as one of the major impediments to more frequent participation
- Most users consider themselves uninformed about arts/cultural/entertainment offerings in the Flint area. Frequent users are informed primarily through direct mail. Infrequent users often find out about events through radio and television. Only high frequency users cited the *Flint Journal* as a significant source of information
- The Internet is a growing method of communication, especially among frequent users and younger people
- For educators, the most frequently cited barrier to increased field trips was budgetary constraints (e.g. for ticket purchase and transportation)

With respect to the written user survey and a community phone survey, FCCC discovered the following:

- The FCC's primary market area compares favorably with national studies and comparison markets in terms of interest in arts and cultural activities, and the role of arts and cultural activities in respondents' lives. Over one-third of FCC's primary market area respondents were either extremely or very interested in arts and cultural activities
- Approximately two-thirds of community respondents have attended at least one live performing arts event or visited a museum/gallery or science/technology program over the past twelve months
- Respondents attend primarily in Flint, but also travel to Detroit, Pontiac, Lansing and Ann Arbor for cultural activities
- Programming is the primary motivating factor in FCC attendance
- Amenities such as restaurants/cafes and parking garages, and campus-wide programs are desired by most respondents
- Roughly a quarter of "known" users do not feel well informed about FCC programs
- Religious activities and outdoor activities ranked highest of the leisure activities listed, while arts education activities ranked last
- Within the City of Flint, African-Americans rated their likelihood of considering most leisure activities consistently more highly than their White counterparts
- In terms of leisure activities, the most pronounced racial difference is that Flint African-Americans clearly indicate preference for religious activities (7.9) when compared to White respondents (6.23)
- Nearly one-third (28%) of all respondents in the primary market had not attended any live performances in the past year; 46.3% had attended between one and four times; and 25.8% attended five or more times
- Most respondents (over 75%) said they would like to attend live performing arts events more often
- Within the city of Flint, African-Americans and Whites diverged on participation preferences. White respondents participated in festivals and historical museums at higher rates, and African-Americans attended dance performances more
- Users who attend free events were much more likely to cite family obligations, the timing of activities and travel time as barriers to increased FCC attendance
- For current users, the most important sources of information about programs/exhibits were: feature stories, newspaper ads, and brochures. Television commercials were also important for free event attendees
- Among phone survey respondents, word of mouth from friends was cited as the most important general source of information about leisure activities
- Among current users, the radio stations with the highest listenership are CARS 108, Michigan Radio WFUM and CK 105.5.

Readership of the *Flint Journal* is very high among both members/ticket buyers and free event attendees

## **GENESEE COUNTY QUALITY OF LIFE REPORT**

This report deals with the Flint area population's changing attitudes from 1978 to 2001 about a broad array of quality of life issues including: Traffic and Transportation, Educational System, Shopping, Social Dimensions. The report paints a bleak picture of the decline in local impressions of quality of life determinants almost across the board. Some of the findings that are relevant to our examination of culture and the arts in Flint include:

- Satisfaction with entertainment facilities and activities have been on a slide at least since 1978. It is a major reason for dissatisfaction among the younger population
- One of the higher satisfaction scores in the report is for church related activities
- Satisfaction with the appearance of public places and the Flint area generally is down
- Public libraries still enjoy a high level of satisfaction, though turning down slightly
- The *Flint Journal* suffered a setback in resident satisfaction in 1990, but has bounced back and improved on their scores
- Overall satisfaction with the quality of life in the Flint Area has continued a severe down trend into the dissatisfied zone in 2001
- All groups are fairly unanimous in their dissatisfaction
- Nearly 60% of respondents said "yes" when asked "If you could, would you move away from the Flint area?"

Unfortunately, the report does not address directly satisfaction levels with arts and cultural institutions in Flint over the last 25 years; nor does it address the central role that the arts can play in overall quality of life issues in a community.

## **MICHIGAN ASSOCIATION OF COMMUNITY ARTS AGENCIES (MACAA)**

In 2000, MACAA commissioned Flores Greenberg Consulting Group to conduct a mail survey of its 3,000-group database, focus groups in three separate regions of the state, and telephone interviews with representatives of arts organizations based in rural areas. Genesee County was not separated out as a single unit of research; however, MACAA did gain some data from what it calls "Region 9" which is made up of Genesee and Lapeer Counties. The researchers received thirteen responses from arts organizations in this region, of which seven had operating budgets over \$250,000, and three of which are Arts Councils.

MACAA learned a few things about these groups:

- 31% had no paid staff
- 23% report using no volunteers
- 46% have Web sites and 69% utilize e-mail
- Major issues of concern were:
  1. Improving fiscal and financial health
  2. Fundraising opportunities

For the entire state of Michigan, the report cites a number of findings:

- A lack of connectivity with other arts and cultural agencies, and a lack of a broader understanding of issues affecting their community
- A continuous concern for resources (especially money) to be a major issue in operating their organization
- Most respondents pointed to attracting new audiences as a major concern
- Many organizations cited that they have some trouble effectively utilizing and managing volunteers



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# ROUNDTABLE MEETINGS

Between April 14 and June 12, 2003, twelve different two-hour roundtable meetings involving 114 participants were held with the following cohorts of Flint and Genesee County citizens:

- Performing Artists
- Visual Artists
- Neighborhood Representatives
- Faith Based Organizations
- County Arts Groups
- Business and Media Representatives  
(two separate meetings)
- K-12 Educators
- Higher Education
- Youth Focus (non-school settings)
- Funders
- African American Culture-Based

Each roundtable was documented by a note taker (*full transcripts of raw unattributed notes and thematic summaries from all the meetings are available—see Appendix*). Every meeting was conducted by a facilitator employing a series of questions designed to: introduce participants to one another and the work of their organizations; discover gaps in cultural services and needs of constituents; define the areas of strength in the community's current cultural offerings; identify major impediments to future growth of the cultural sector; and gather suggestions for actions that could make a significant difference to the community.

The meetings generated many lively discussions and produced a wealth of information about how the citizens of Flint—from all walks of life—feel about the central role the arts play in their own lives, and the importance of arts and culture to the community as a whole. It was heartening to see how often participants expressed their appreciation for being asked their opinions, and how much they enjoyed the opportunity to network with peers. The best way to

experience the richness of the meetings and the dialogues they produced is to read the full transcripts from each meeting. There you will find the diversity of voices and opinions that, together, give an accurate picture of the many hues and threads that combine to make up the larger picture of the Greater Flint community.

What we present below is a summary of the major themes that we found common to a number of the roundtable meetings and their participants. These themes give a sense of what is on the mind of Flint citizens, and provide a backdrop for any decisions that the community will make about arts and culture in the future.

## **FLINT HAS A WEALTH OF QUALITY ARTS RESOURCES—ORGANIZATIONS AND ARTISTS**

Respondents are fairly unanimous in observing that, for a city its size, Flint has a surprising share of quality arts organizations, and produces a sizeable number of well-respected individual performing and visual artists who go on to gain national and international reputations (e.g. Dee Dee Bridgewater). The major exception to this is access to foreign and independent films. Citizens are very proud of their cultural assets and repeatedly named a range of activity including such large, mainstream institutions as the Flint Cultural Center and the Flint Public Library as well as smaller, more grass-roots entities like Creative Expressions Dance Studio and Buckham Gallery. People also commented on the wide range of choices for attending arts events.

### **SAMPLE QUOTES:**

*“I’ve always been stunned at the level of creativity that comes from this community—the creative humans that come out of this factory town.”*



*“The Cultural Center is a jewel—as part of a longer term plan, how do we make it more accessible to the larger community?”*

## **THE ARTS IN FLINT ARE FRAGMENTED AND NEED TO COMMUNICATE BETTER WITH ONE ANOTHER**

Organizations cite how infrequently they meet or communicate with one another, and how rarely they share resources. Basic information sharing activities—such as looking at advance program calendars or combined marketing efforts—rarely take place among the small organizations, nor between the small and large organizations or between those inside of and surrounding Flint.

### **SAMPLE QUOTES:**

*“We have incredible assets. How do we connect those institutions and traditions to a broader audience? ...[we need to] forge better communications across sectors of the community that are fragmented. We lack integration to make a comprehensive system.”*

*“We each play a small role in making the whole. It’s important to have a plan so we can fit into it as we go. Relationships now are often by happenstance, and not because we have a shared vision.”*

*“The cultural core of Genesee County is Flint. Why don’t we interact more with the suburbs? Our history works toward separateness.”*

*“We need some kind of comprehensive calendar... When I first came here I found it difficult to access information about stuff I needed to know. The whole cultural community was an underground community.”*

## **LOCAL ARTISTS FEEL UNDERVALUED AND UNDERUTILIZED**

Although artists we spoke with like living in Flint and have a strong attachment to the area, almost every one said that it was incredibly difficult to make a living from practicing their art in the Flint community. Most local artists hold down other jobs to support their art. Many make the majority of what artistic income they do generate from performing or selling

their work in other communities. Visual artists say that they have good local professional support systems, but cannot find markets for their work in Flint. Performing artists complain about a lack of professional support structures, a paucity of funding, and most importantly, a severe lack of opportunities to perform.

### **SAMPLE QUOTES:**

*“Everything I want is here – theatre, music, artists, four colleges. You can farm your work out, you don’t have to be where your work is. I can sell my work elsewhere and still live here.”*

*“As an artist I’m more accepted in other places than I am here in Flint.”*

*“Flint’s a blue collar town. Boy, go get yourself a REAL job! Is it the piano lessons or tennis shoes? Piano lessons or bread on the table? What they don’t understand is piano lessons can lead to other things...”*

*“We do not do so well at cultivating home-grown culture. People don’t have an opportunity to practice their craft...We would rather bring someone in than develop our indigenous culture. There’s lots of untapped talent. They have no emotionally safe place to practice...I hope we look to finding spaces and develop the ability to grow the people that are right here.”*

*“Flint has its problems, but there are a lot of positive things here. I believe in Flint. We have a legacy. Outsiders value Flint-bred artists. But there are problems when you come back. You are taken for granted.”*

## **A LARGE PORTION OF THE GENERAL PUBLIC FEELS LEFT OUT OF THE ARTS**

Even though there is agreement that Flint has many cultural events and opportunities to offer its citizens, there is the perception that accessibility is a problem, and that many people are not welcome at some cultural events; that the average citizen’s interests are not mirrored in the events that are made available; that price and location are factors that further exclude large portions of the public.

## SAMPLE QUOTES:

*“People think of art as snobby, but art is the world. Gospel music is an example of an indigenous art form. You have to go where people are.”*

*“The arts are viewed as elitist. For years museums only wanted certain kinds of people. African Americans don’t make the distinction between folk art and fine art. How do you attract a person? My dad never went to DIA until I took him. He asked me ‘What do I wear?’”*

*“If you go to the entertainment section of the paper, lots of things are going on...The issue is why aren’t people participating? What is it about the nature and character of our community that we don’t get the participation we would like to see?”*

*“It’s a meat-and-potatoes town. Fine dining here is Bennigans. Culture is Showcase West Cinemas. The dynamics are wrong. The people who are trying to program the town are not programming for the people who live in the town. We need more Budweiser and less chardonnay.”*

*“We need a culture that has no walls. The intention of the Flint Cultural Center was to do that, but some people feel uncomfortable there. The Broome Center is an island of comfort. People come because things are free. If something is at FCC it should also play in other parts of the city. People want a sense of welcome. Present what you have where I am, then next time bring me to you. Do outreach that honors people.”*

## FLINT CITIZENS AND ARTISTS ARE HUNGRY FOR A “SCENE” AND A MORE ATTRACTIVE CITY

People want to be able to go to places in the city and “hang out.” They want to feel comfortable spending a night on the town in the presence of many other people in safe, entertaining, attractive and energizing settings. They would like to see the city enlivened by more street fairs and festivals. Our respondents lament the difficulty in finding settings in Flint—especially Downtown Flint—where they can conveniently go to a dinner before a show, attend a performance, and then have a dessert in a local café or take a stroll in a safe neighborhood full of

interesting street life and a healthy mix of participants that mirrors local demographics.

## SAMPLE QUOTES:

*“We have to create environments that are safe and welcoming. I’d like to see the Flint Cultural Center be like that, also downtown.”*

*“We have a big ugly city. One thing the community could rally around...is beautification. Let’s adopt a spot [to beautify], make a commitment and physically change who we are.”*

*“Beautification is something that will remain. How your city looks has to do with how you feel.”*

*“Flint Cultural Center is somewhat like our churches—open only part of the time. We need to be able to come there all the time...It needs to be a vibrant place all the time.”*

*“I’m serious about [suggesting] a coffee shop. My parents are coming and there’s no place to hang out.”*

## RACE MATTERS

There are definitely many unresolved racial issues in the community, as well as racial tensions. While acknowledging progress has been made in several key mainstream organizations, African American participants voiced continuing frustration over lack of access to the arts because of price or location, to a lack of responsiveness on the part of some established organizations and foundations to their particular interests for art that reflects their culture, and to a lack of racial diversity in the makeup of administrators and board members who govern institutions. White respondents also acknowledge these problems and voice their own set of frustrations in finding ways to address these issues.

## SAMPLE QUOTES:

*“It’s hard to be a black artist and make a living here if you’re not in an established institution.”*

*“I would like to see more diverse audiences... I would like to look around the theatre and see people of all kinds.”*

*“We don’t get along with each other very well. In Washington D.C. if you are on the Mall, everyone is together. We don’t enjoy being with each other that much to have those kinds of common areas. Can we create that downtown? Not sure we’ve laid the groundwork.”*

*“Who are the patrons of our arts? I attend a lot of folk concerts, music in the parks—yet the people who come still only represent one face of Flint.”*

*“There is a lack of appreciation (for artists) in our own black community.”*

## **THE ARTS ARE AN IMPORTANT PART OF EDUCATING OUR YOUTH**

There is unanimous consensus among participants that the arts are a vital aspect of a young person’s educational experience, and that the youth of Flint deserve to have many more quality arts experiences both during the school day, and in after-school and out-of-school settings. Respondents regret the fact that youth are being shortchanged in the arts compared to previous generations.

### **SAMPLE QUOTES:**

*“There is a lack of knowledge about culture and arts in children today. I had advantages children today don’t have anymore. We express our creativity through our culture.”*

*“...lots of young people can’t be reached through traditional educational structures. Kids may be labeled as slow, but they can all create something artistically. Many kids have all these issues, but art cuts through all that and gives the underdog a chance...Art can bring out the best.”*

*“[Arts offer an] opportunity for our kids to be successful in ways they otherwise might not be. It makes connections between other kinds of learning. What we’re giving them with exposure and experience in the arts stays with them for life. It might be the thing they will remember, more than multiplication facts or writing an essay. Arts might be the only reason they stay in school.”*

*“Our district has had, until the last couple of years, the ability to provide, but now we’re going to have to watch it. We’re not expanding positions because we don’t have the resources. The marching band has grown from 20 to 120. We need other personnel and don’t have the money—teachers are doing it all as volunteers. We can’t continue to rely on their passion to make it work. Teachers give lots of their own money, thousands of dollars a year, and it shouldn’t be like that.”*

*“Many students have not been in a museum, and have no knowledge of artists.”*

## **LACK OF PARENTAL COMMITMENT TO THE ARTS IS A MAJOR ISSUE**

To get youth more involved with the arts, the community has to have more commitment from parents. Getting more parental involvement is difficult in a community where there is a great deal of poverty, where parents may not have a great deal of education themselves, and where there is a high percentage of single parent homes.

### **SAMPLE QUOTES:**

*“Their parents don’t value the arts, so if we could get community involvement to show parents the value and get them involved, that would be very important. If we don’t, everything I do is not going to be effective.”*

*“There’s a tough working class mentality. The arts are almost resented.”*

*“A unique challenge I deal with is single parent families. The demands on a single parent are huge.”*

*“You can’t force people to care. There are more homes now where both parents work. The economy is difficult...Well-off people in the suburbs are finding ways to do without the city. Family support [in Flint] has disappeared and because of that lots of young talent is being undeveloped. There’s more division between the haves and have-nots.”*

## **THE CITY HAS A NEGATIVE NATIONAL REPUTATION AND LOCAL IMAGE THAT AFFECT THE MORALE OF CITIZENS**

People at the roundtables commented how much they are devoted to remaining in Flint, but also how it is difficult to explain this to someone who does not already live here. The name “Flint” conjures up a whole host of negative connotations and images to people regionally and nationally. This issue is also related to people’s comments about their lack of pride in the city’s physical environments (mentioned earlier).

### **SAMPLE QUOTES:**

*“The external reputation that we have—we all share this external image...It’s an image problem.”*

*“We need to turn negative self-talk into positive.”*

*“There’s something within the city that makes us our own worst enemy. We constantly shoot ourselves in the foot. We love to play the victim role as the last ranking city. Yet we have so much going on culturally. We have to get past it.”*

*“Our local press doesn’t characterize us as a cultural community. It doesn’t feature arts stuff.”*

*“We don’t know who we are anymore. We’re not GM... Since we don’t know, we can recreate ourselves.”*

*“You can celebrate and remember your history while moving forward. We need to do both. I’m very optimistic. Where is the role of culture in our vision for the future? For me, culture and education are key components.”*

*“There are approximately 25,000 college students here now—more than factory workers. Flint is not a vehicle city anymore. It’s ‘College Town USA.’ Let’s switch from a blue collar town to a place of knowledge.”*

# ARTS & CULTURAL GROUPS

As part of our work with the community, we compiled a list of all the non-profit arts and cultural groups in Genesee County. *(See Appendix for complete list.)* This group was compiled by: examining lists of grant recipients from the Michigan Association of Community Arts Agencies and the Michigan Council for Arts and Cultural Affairs; Greater Flint Arts Council's roster of members; suggestions from the citizens who attended our public forums and roundtables; and respondents to our written surveys. We fully expect the list to evolve and change as we discover organizations that we missed, as current organizations cease to exist, and as new organizations come into being. As of this writing we discovered **seventy** organizations that we could confirm exist (through follow-up phone calls and checking printed records).

Geographic Spread in order of frequency  
(by total number of groups):

- 43 Flint
- 8 Fenton
- 6 Grand Blanc
- 3 Clio
- 2 Flushing
- 2 Mount Morris
- 2 Swartz Creek
- 1 Davison
- 1 Durand
- 1 Linden
- 1 Montrose

This cohort is overwhelmingly dominated by small organizations with budgets under \$100,000 (74%); 10% that can be considered "major" organizations with budgets over \$1 million (all but one of which are located in Flint); and a smattering—16%—of mid-sized groups (75% of these are in Flint).

With respect to diversity of offerings and types of organizations, the county has: three arts councils (Grand Blanc, Greater Flint, and South Lakes Community), seven museums, and nine historical societies.

By discipline and offering, the groups break out as follows:

- 21% Other: History
- 11% Other: Cultural/Ethnic
- 19% Visual Arts
- 19% Multi Discipline
- 11% Music
- 11% Dance
- 10% Theatre
- 3% Literary
- 1% Other: Beautification
- 1% Other: Resource Center
- 0% Media

*(See Appendix (F) for a listing of Genesee County Arts and Cultural organizations.)*





# SUMMARY OF SURVEYS

In June 2003, the facilitation team drafted a written survey, which was distributed to all arts and cultural organizations in Genesee County. (*Please see full copy of the survey in the Appendix.*) To our knowledge, this represents the first full survey of its kind and provides an instructive perspective on arts and culture in the Greater Flint community. Of the seventy non-profit organizations we have identified in the County, we received thirty-two usable surveys—a 46% rate of return—an unusually high, and statistically significant response. (Note: Our total response was thirty-eight surveys, but six were eliminated either because they lacked answers to key questions, or because they did not come from members of the arts and culture cohort). The survey is by no means definitive, but it is a firm beginning to what we hope will be an ongoing process of data collection from the arts and culture sector.

The following is a list of some of the data and key findings from the survey.

## LOCATION

Respondents came from the following locations (which mirror closely the division of location in the full cohort of organizations for the county):

- 20 Flint
- 3 Grand Blanc
- 2 Fenton
- 2 Clio
- 1 Flushing
- 1 Linden
- 1 Mt. Morris
- 1 Montrose
- 1 Swartz Creek

## INCORPORATION

The groups listed a ninety-five year range of incorporation dates from 1908 (YWCA of Flint) up to the present (Bradley Association/Tapology). Most organizations (68%) were incorporated in the last thirty years (since 1972), which means that 32% have been in existence for over thirty years; 20% are fairly new and were incorporated on or after 1990.

## STAFF AND VOLUNTEERS

Greater Flint organizations have a wide range of staff sizes, going from no paid staff at all, to as many as fifty-eight full-time at one of the major established public institutions.

In terms of **Full Time Paid Staff**, the cohort shows:

- Range of Responses = 0 to 58
- Total # of All Full Time Paid Staff = 228
- Average = 7
- Median = 1

*Fully 45% of the groups have no full time paid staff at all, 19% have only one or two, and 19% have ten or more.*

Regarding **Part Time Paid Staff**, the numbers are:

- Range of Responses = 0 to 206
- Total # of All Part Time Paid Staff = 533
- Average = 17
- Median = 0

Of this group, only 26% have more than three part time paid staff.

In terms of **Volunteer** support, the groups report:

- Range of Responses = 0 to 420
- Total # of All Volunteers = 1,807
- Average = 72
- Median = 25

A full 36% report having in the range of twelve-to-twenty-five volunteers.

It is important to note that the survey shows that *thirteen groups (42%) have no full or part time paid staff at all*. There is a wide disparity in numbers of paid professional staff across the sector (which can be seen in the large differences between average and median numbers above), but there is also a greater parity in the reliance on and use of volunteers across a broad spectrum of organizations.

## FINANCES

We asked organizations to provide financial data for the last completed fiscal year. For **Total Income** we received the following information (note that not all the returned surveys were usable in some of the fiscal categories):

Number of usable respondents = 30  
Average Income = \$869,821  
Median Income = \$44,181

*Fully 57% are small organizations with budgets under \$100,000 (and, significantly, 88% of these—or 50% of the entire cohort—are under \$50,000). Large organizations, with budgets over \$1 million, represent 20% (6 organizations) of the total, but control 87% of total funds in the cohort.*

With respect to **Net Income** (e.g. income minus expenses), the groups reported:

Number of usable respondents = 29  
Average Net Income = \$17,830  
Median Net Income = \$ 0

In this group, *twelve organizations (41%) show a negative net income (or deficit) for the last completed fiscal year*; seven groups (24%) had deficits in excess of 10% of their annual operating budget (a figure considered to be significant).

On the **Earned Income** side of the ledger, groups report a range of 0% to 100% of income derived from earned revenue. The average is 48%, and the median is 40%.

On the **Unearned Income** side, the figures also run the gamut from 0% to 100%, with an average of 47% and a median of 36%. No discernable pattern shows up for how much large or small organizations in Greater Flint rely on earned or unearned income.

We also asked organizations to identify their **Sources Of Unearned Income**. Unfortunately, only seventeen of the thirty-two returned surveys gave full information in this category, so it is difficult to make any definitive statements. However, of the seventeen responses, if we look only at the amount they received from unearned sources, here are the average percentages they noted for reliance from just that portion of their income pie (e.g. not the percentage of total budget):

Individuals = 51%  
Private Foundations = 22%  
Corporations = 9%  
Government/Other (City, County, NEA) = 9 %  
Government Agencies = 4%  
MCACA = 2%  
Greater Flint Arts Council = 2%  
Board Members = 2%

*It is interesting to note that of these seventeen groups, eight (47%) get 80% or more of their unearned income from individuals, and that all of these are small organizations with budgets under \$100,000.* This may be because these groups are getting little or no support from granting sources—private foundations, corporations and government agencies. With respect to Private Foundation support, there are eight organizations that list this type of support, and these eight organizations show a 45% reliance as a portion of their total unearned income, and a range of 5% to 70%. Nine out of the seventeen get corporate support representing from 2% to 62% of their total unearned dollars, with an average of 17%.

Organizations were asked if they have **Endowments**. There were fourteen organizations that said “yes” they have an endowment. These organizations have annual operating budgets that range from as little as \$21,259 to as much as \$7 million. The average size of an organization with an endowment is \$1,688,060 and the median is \$380,000.

We also asked about **Cash Reserves**, and sixteen identified themselves as having one. The organizations had annual operating budgets in the last fiscal year that ranged from \$289 to \$5,384,700, with an average of \$1,047,844, and a median of \$90,000. Of the groups that have an endowment, 50% also have a cash reserve.

When we asked organizations if they felt their organizations' budgets in the coming year would **Grow, Shrink, or Stay the Same**, the responses were:

Grow = 34.5%  
Shrink = 24%  
Stay the Same = 41.5%

There is no distinct pattern to which organizations, by size, see themselves either growing or shrinking in the immediate future. Given the current economy, it is not surprising that we should see a majority—65.5% of the cohort—predicting no growth in the year ahead.

## FACILITIES

The survey asked respondents if they; **Have Their Own Facility**; If they do then is the space **Rented, Owned, or Donated**; **If Their Facility is Adequate for Current Needs**; and **If Their Facility is Adequate for Future Needs**. Responses from the respondents were: 65.5% Have Their Own Facility (ergo 34.5% have no permanent home of their own). Of those that do have a facility: 46% Rent, 25% Own, and 29% have Donated Space.

In terms of current and future adequacy of space, *almost half the cohort is dissatisfied both with*

*current and future capacities of their space:*

Space is Currently Adequate  
Yes = 56%; No = 44%  
Space is Adequate for Future Needs  
Yes = 47%; No = 53%

## ART FORMS

Respondents report involvement with the following art forms (listed in order by number of organizations responding positively to each):

Music = 18  
Dance = 13  
Theatre = 13  
Visual Art = 13  
Literature = 8  
Media Arts = 8  
Other: History = 7  
Other: Festivals = 2  
Other: Science = 1  
Other: Quilting = 1

It is interesting to note that *there are a number of multi-arts organizations*—fourteen organizations are involved with three or more art forms, and six organizations claim involvement with all the art forms in one way or another.

## AUDIENCE

We asked respondents to give us their best estimates for who uses their services, both by age and ethnicity. For response on **Age** we had twenty-six useable surveys that produced the following spread:

AGE	to 12	12 - 18	18 - 29	30 - 44	45 - 59	60 +
Range of Percentages	0-100%	0-85%	0-25%	0-43%	0-50%	0-90%
Average Percent	18%	14%	8%	15%	20%	25%
Median Percent	5%	6%	5%	13%	15%	15%

These figures show that generally, *community members over thirty make up a higher percentage of the Flint audience than younger people*. The age range that represents the smallest audience for providers is the "18 to 29" group—they show both the smallest range of responses, and the lowest average and median percentages for involvement. The "18 to 29" cohort also has the highest number of organizations that claim no audience members of this age at all (ten respondents, or 34% of the cohort).

For Responses on **Ethnicity** we had twenty-seven usable surveys, with the following results:

RACE	African-Am	White	Hispanic	Asian-Am	Other
Range of Percentages	0-85%	0-100%	0-10%	0-4%	0-85%
Average Percent	21%	63%	2%	1%	4%
Median Percent	5%	60%	0%	0%	0%



Flint area audiences are primarily White, secondarily African American, and contain a small smattering of other ethnicities (Hispanic, Asian American, Arab American). If we take a look at individual responses, we should note that *fourteen organizations (52%) report that African Americans make up 5% or less of their total audience*. By the same token, nine organizations (33%) claim that White citizens represent 90% or more of their audience.

Groups report the following as **Number of People Served Per Year**:

Total Served by All Groups = 1,389,149  
Range Served = low of 50 to high of 300,000  
Average = 51,450  
Median = 8,000

Of this cohort, 30% (eight groups) report serving over 50,000 people each on an annual basis.

## MOST PRESSING ISSUES

Organizations were asked for **The Most Pressing Issues Currently Facing Your Organization**, in order of importance. The issue raised more often than any other was **Funding** (listed by 82% of all respondents as one of the most pressing issues, and by 38% as the single most pressing issue).

After Funding, we find three items that received equal attention as votes for the single most pressing issue of concern (each by 13% of the cohort):

- **Space (Size, Location, Condition)**
- **Staffing (Capacity, Size, Retention)**
- **Volunteers and Board**

These issues also appear across the full spectrum of responses and are mentioned as at least one of the issues of concern by between 28% and 34% of respondents.

Two other interlocking issues are of importance to the cohort, and are cited by 30% of the respondents at some point:

- **Marketing and Community Awareness**
- **Developing New/More Diverse Audiences**

Other items of concern to groups include: Maintaining Membership, Advocacy, Preserving Our Ethnic Heritage, Increased Communication, Program Development, Capacity Building, Long Range Planning, Technology.

## EXCEPTIONAL ORGANIZATIONS

Respondents were asked: **“Other than yourself, what arts and cultural organizations in Flint/Genesee County do you feel provide exemplary service to the community?”** The following is a list of all the responses, with the number of times each was mentioned (in order of frequency). Four groups received considerably more mentions than others:

- **Flint Cultural Center Corporation = 15** (FCCC includes Sloan, Longway and Whiting)
- **Greater Flint Arts Council = 13**
- **Flint Institute of Music/Flint Symphony Orchestra = 11**
- **Flint Institute of Arts = 10**

After that, there is a group of seven organizations mentioned at least twice:

- Flint Youth Theatre = 4
- Buckham Theatre = 3
- Creative Expressions = 3
- Flint Public Library = 2
- International Institute = 2
- University of Michigan/Flint = 2

Others receiving one mention each include: Cast & Crew, Clio Amphitheatre, Bower, Community Foundation of Greater Flint, Charles Stewart Mott Foundation, Ruth Mott Foundation, Michigan Public Television, Ready Set Grow, Left Bank.

## STRENGTHS

The last question on the survey asked: **“What are the special strengths that you feel your organization and the Flint cultural community in general have to build on for future development?”** The group gave a wide variety of responses. A few that were mentioned more often than others:

**Talent**—the number of passionate and creative people in the area who have a strong commitment to Flint.

**Tenacity**—the longevity of groups devoted to Flint

**Collaboration**—the willingness of organizations to work with one another for a greater good.

Other strengths mentioned include:

- The rich heritage of the community
- Downtown—geographic synergy around the urban center
- Family-oriented programs
- Variety of choral music
- Diversity of art offerings



# CONCLUSION & NEXT STEPS

This report marks the conclusion of Phase 1: Assessment of the Greater Flint community arts and cultural environment. The facilitation team and its consultants have gone to great lengths to be as inclusive as possible in an effort to gather data and create a picture of the local arts and culture ecology. Those efforts have included a wide variety of mechanisms, including:

- Small group planning meetings
- Roundtable meetings with twelve different sectors of the community
- Large town hall style meetings open to the public
- Individual interviews in person and by phone
- Examination of all available written data, reports and articles
- Written survey administered to all arts and culture organizations
- Original research to identify all Greater Flint arts and culture organizations and facilities

Some of these efforts (written survey, full list of local arts and culture organizations, identification of facilities) are the first of their kind for the Flint community, and should prove to be valuable assets in-and-of themselves. The community can now step back and take a look at its entire landscape of arts and cultural assets with a much more accurate eye than ever before.

Greater Flint is very fortunate to house a wealth of major cultural institutions that have received substantial long-term support from private and public donors. This nexus of major institutions with significant assets is unusual for a community of this size and is one of the positive hallmarks of the arts and cultural environment. Primarily because of these major players, and a raft of much smaller organizations, Greater Flint can boast a steady and wide variety of offerings for the public.

However, there are a number of gaps in service, basic needs and large trends this pre-planning and assessment effort has uncovered that will govern any future effort to address the continued health of the arts and cultural environment, and of the community as a whole. The following is not a complete and exhaustive list, but rather a summary of key items, a number of which are interrelated.

## FUNDING

Financial support is the number one concern among arts organizations, both large and small. The current economy is taking a toll on arts and culture providers, especially the small and mid-sized organizations who are always working on the edge. It is disturbing to see in our survey that over 40% of all the respondents are showing a deficit for the last completed fiscal year.

## CAPACITY

There is a great disparity between the few very large organizations and the many small organizations in Greater Flint where, our survey shows, almost 90% of all funds are controlled by only 10% of the cohort. Small and mid-sized organizations are key elements in the health of a whole system of arts and cultural services. The small organizations have tremendous flexibility and can be highly responsive to the needs of small sections of the community (neighborhoods and constituents of all sorts). Mid-sized organizations play a role of mentorship to the smaller organizations, and provide important services that bridge the gap between the very small and the very large—especially in the arenas of fundraising and technical assistance. In Greater Flint, these small and mid-sized organizations are in urgent need of help to shore up and increase their capacity in basic areas of operations: fundraising, fiscal management, staffing, marketing, stewardship, volunteers.

## SPACE

Adequate space is an issue for a majority of local arts organizations who claim that their facilities are not adequate for their current operations, and inadequate for their future plans. With respect to the performing arts, although there are many small venues (seating under 300) and a few large venues (seating over 2,000), the community does not have any mid-sized theater (800 to 1,200 seats) that is centrally located and would accommodate a range of performing arts (music, dance and theatre). In addition, there are a paucity of exhibition spaces where visual artists can show and sell their work. In terms of geography, the vast majority of all available spaces are located in downtown Flint, with the rest of Genesee County having only a handful of venues of any type.

## URBAN ENVIRONMENT

Greater Flint's urban environment does not meet some basic needs/expectations of its citizens who want to:

- Feel safe when they attend arts and cultural offerings
- Be proud of how attractive their city looks
- Have a variety of lively settings (**especially downtown**, but also in neighborhoods throughout the county) where they can gather with others to enjoy entertainment and food
- Be able to bring friends and visitors to areas where there are diverse cross-sections of citizens (black and white, young and old) who are engaged in arts and cultural activities in informal settings (e.g. "street-level scenes")
- Be able to say with confidence and pride, "I am from Flint, Michigan" whenever and wherever they travel

## UNDERSERVED AUDIENCES

Even though there are many arts and cultural activities available at almost any time during the year, there are segments of the community that are not attending for a number of reasons including:

- They feel unwelcome
- The programming is not representative of their culture or does not appeal to their aesthetics
- The price is unaffordable
- The location is inconvenient
- The time and/or day does not fit their lifestyle
- They have received no information or communication about the event

Our assessment shows that the audiences most underserved are: African Americans, and youth in general. The issue is both one of not only increasing audience diversity at current offerings, but also of increasing the diversity of future program options for the underserved.

## YOUTH ARTS EDUCATION

Across the full spectrum of citizens interviewed, there is a deep desire to see that Flint youth are exposed to the arts—both during the school day, as well as in after-school and out-of-school settings. The citizens of Flint feel very strongly that exposure to the arts is a basic and necessary part of creating informed and fully-rounded young people who will some day become the leaders of their community. This assessment phase did not examine the extent of arts and education efforts in the community, but many roundtable participants bemoaned the current state of affairs in public schools and are anxious to see that changed, and to ensure arts experiences are widely available to young people.

## INCREASED OPPORTUNITIES FOR LOCAL ARTISTS

Artists who live in Greater Flint have strong ties to the community and want to stay. Although visual artists note that they are comfortable in Greater Flint because of reasonable cost of living and strong support services from institutions, they bemoan the fact that there are so few opportunities to exhibit and sell their work locally. Performing artists complain that they have few support services, rarely have chances to perform in Greater Flint, and when they do it is often in sub-standard settings. These artists want more and better venues, and more opportunities to present their work (e.g. festivals, street fairs, competitions, concert series).

## LACK OF COMMUNICATION

Currently there is very little formal or informal communication that happens on a regular basis among individual artists, nor among arts and cultural organizations, and especially between organizations in Flint and those in the rest of Genesee County. A simple mechanism like a list of all groups with current contact information has never been created before this report was written. These organizations want to be able to know each other's calendars so

that they do not program against one another, they want to share best-practices so that they can increase their effectiveness, they want to find ways to band together to better communicate their message to the broader public, and they want mechanisms that could help them collaborate and partner together to achieve economies of scale (incubators, convenings, conferences, mentorships, etc.).

## **LEADERSHIP/VISION/ADVOCACY**

The arts and culture community needs a vision to guide it over the next decade, and it needs organizations and individuals who are willing to take a vocal and visible leadership role in making sure that the arts and culture stay at the forefront of the community's attention whenever and wherever important decisions are being made. It is very important that arts and culture be "at the table" at any and all urban planning efforts that take place in Genesee County, and that other research efforts examining the economic and quality-of-life aspects of the community also take into account the city's rich arts and culture environment. The community must ask itself why the arts have played little or no role in past major studies, and how that can be rectified as Greater Flint responds to the priorities defined by the "Granholm Challenge" and the follow-up activities of the current community challenge. Arts and culture must be considered as efforts move forward on downtown revitalization, including the development of Saginaw Street and talks about a proposed River Town development just west of downtown.

There are a number of possible next steps for this process. One step would be to begin the next phase of the community cultural planning process—"Planning and Goal Setting." During this part of the process, the community can come together to: create a steering committee made up of representatives from key stakeholder segments of the community; carefully evaluate and examine all the information presented in this assessment document; focus on a set of key strategic areas of change; assign task forces to do additional research and to propose major goals, and significant outcomes and actions both long and short term; create a cultural plan document to present to the community.

Equally important is for action to take place on those issues where individuals, arts organizations and funders already know that they can make a difference (for example, service organizations and local arts councils can assess their own capacity for providing more services to small organizations especially in areas of communication and fundraising; performing arts venues can become more purposeful and aggressive in the area of increasing audience participation by diverse segments of the community; communication mechanisms can be set in place to increase information sharing).

The citizens of Greater Flint understand that arts and culture are at the center of making a positive impact on their quality of life. As Richard Florida points out in his book *The Rise of the Creative Class*: "The bottom line is that cities need a *people climate* even more than they need a business climate. This means supporting creativity across the board—in all of its various facets and dimensions—and building a community that is attractive to creative people..." The region has a strong base of current arts and cultural organizations, healthy and respected large institutions, many excellent professional visual and performing artists, and an active set of small community-based organizations that accomplish many things with few resources. The entire ecology of arts and culture warrants efforts to nurture its growth and health, which can only help make Greater Flint a more vibrant place to live and work.



# APPENDIX

One-page description of process and definitions .....A

Facilitation team roster .....B

List of all participants and their affiliation .....C

List of facilitation team meetings .....D

Chart of roundtable meetings .....E

List of arts and cultural organizations .....F

Preliminary list of facilities available for arts and cultural events .....G

Arts and cultural organizations survey .....H

*Raw notes from rountable meetings are available upon request.*

Contact: Sue Wood  
Phone (810) 287-4595  
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## A. ONE-PAGE DESCRIPTION OF PROCESS AND DEFINITIONS

*(This flyer was distributed at all public meetings.)*

### GREATER FLINT ARTS COUNCIL COMMUNITY CULTURAL PLANNING PROCESS

**WHAT:** A process funded by Ruth Mott Foundation for **Phase One** towards the creation of a comprehensive Community Cultural Plan for the greater Flint area.

**WHO:** The **Greater Flint Arts Council (GFAC)** is the organizational conduit, with **Sue Wood** as Project Director, and a Facilitation Team consisting of **Bruce Bradley** (Bradley and Associates), **Gloria Coles** (Flint Public Library), **Greg Fiedler** (GFAC), **Sharnita Johnson** (Ruth Mott Foundation), **Jack LeSage** (T.S. Jenkins Associates), **Cindy Ornstein** (Flint Cultural Center Corporation), **Tim Shickles** (Sloan Museum), and **Morrie Warshawski**, (Consultant).

**WHEN:** May 2002 – September 2003

#### PROGRESS TO-DATE:

- Facilitation Team attends Seminar on Community Cultural Planning presented by the Michigan Association of Community Arts Agencies (May 2002), and begins meeting on a regular basis
- Public Meetings on cultural planning, visioning the future, and assessment techniques (November 2002, January 2003, February 2003)
- Contracting of Assessment Consultant, Morrie Warshawski (February 2003)
- Roundtable Discussions with twelve sectors including: Visual and Performing Artists, Neighborhood Roundtable, Clergy, Business, K-12 and Higher Education, Funders, African American Cultural Groups, etc. (April–June, 2003)
- Gathering of basic data on demographics, identification of arts and culture organizations (to be surveyed), and list of all facilities (on-going)
- 160 people have participated to date in public meetings, roundtables and data collection
- An Assessment Report will be presented to the Foundation and community in Sept., 2003

#### PARTS OF THE COMMUNITY TO BE INVOLVED:

- |                                    |                                    |
|------------------------------------|------------------------------------|
| • Artists–established and emerging | • Neighborhood leaders             |
| • Arts and Culture groups          | • Education sector                 |
| • City/County officials            | • Funders                          |
| • Religious leaders                | • Media                            |
| • Business leaders                 | • Ethnic & multi-cultural entities |

#### WHAT DO WE MEAN BY “CULTURE”?

The creative expression of identity, place and meaning, including: artists, traditional and non-traditional museums, theatres, music groups, science, history, libraries, parks, ethnically focused programs, faith-based and grass-roots efforts.

#### WHAT IS COMMUNITY CULTURAL PLANNING?

A structured, inclusive community-wide fact-finding and consensus-building process. The assessment and identification of cultural resources and community needs and opportunities. The planning of actions and eventual securing of resources in response to identified gaps and needs.

**For More Information Contact: Sue Wood 810.233.8064**  
swood3644@sbcglobal.net



## B. FACILITATION TEAM ROSTER

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## C. LIST OF ALL CULTURAL PLANNING PARTICIPANTS

<b>First</b>	<b>Last Name</b>	<b>Title</b>	<b>Organization</b>	<b>Address</b>	<b>City</b>	<b>St</b>	<b>Zip</b>	<b>Participate</b>	<b>Phone</b>	<b>Email</b>
			Genesee County Fair	731 E. Mt. Morris Rd.	Mt. Morris	MI	48438	Survey	810-687-0953	gcf@gcf.org
			Clio Art Society							
			Tyrone Township Historical Society							
			Clio Amphitheater							
Guy	Adamec	Artist		10408 Center Rd.	Fenton	MI	48430	Survey	810-6 2-8631	jpearce@clioamp.org
Lois	Alexander	Chair		P.O. Box 532	Clio	MI	48420	Survey	810-670-0379	gjadamec@hotmail.com
Carol	Arvoy	Treasurer		7468 Dutch Road	Goodrich	MI	48438	Meeting		chumov@umflint.edu
Darryl	Baird	Instructor		303 E. Kearsley St.	Flint	MI	48502	Survey	810-762-3377	carol@ez-entry.com
Donald	Ballentine		Music Dept. at UM-F	8099 Civic Dr. P.O. Box 98	Sw. Creek	MI	48473	Survey	635-3292	dbaird@umflint.edu
Lee	Bell		Swartz Creek Fine Arts Associates.	303 E. Kearsley St.	Flint	MI	48502	Roundtable	762-3146	don-ballentine@bankone.com
Earl	Bell	Artist	Art Dept., UM-F	111 E. Court St.	Flint	MI	48502	RT & M	810-237-3702	bell@umich.edu
Ismael	Bermudez	Director	Bank One	601 N. Saginaw St., Ste.1	Flint	MI	48503	RT & M	743-5437	griot@earthlink.net
James	Berry	Education	Youth Violence Center/FACTER	3445 Brimfield	Flint	MI	48503	Meeting	424-3760	ibermudez@mcc.edu
Lela	Bjaland		Hispanic Technical Center	2101 Lewis	Flint	MI	48506	Roundtable	237-3457	jberry@flintcultural.org
Harry	Blecker		Sloan Museum	1221 E. Kearsley St.	Flint	MI	48503	Meeting		
			Art at the Market							
			University Outreach							
				432 N. Saginaw St.,						
				Suite 805	Flint	MI	48502	Meeting	767-7373	hblecker@umflint.edu
Laurie	Bone	Education	Longway Planetarium	1310 E. Kearsley St.	Flint	MI	48503	Roundtable	237-3400	laurieb@ongway.org
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Ellen	Brothers		YWCA	310 E. Third St.	Flint	MI	48502	Meeting	238-7621	ellenbrothers@ywcflint.org
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Edna	Chaney		Fulcr					Roundtable	233-4927	
Felix	Chow	Superintendent	Flint Community Schools	923 E. Kearsley St.	Flint	MI	48503	Roundtable	760-1249	fchow@flintschools.org
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Terry	Cross		Delphi					Roundtable	233-0378	thc1502@aol.com
Ruth Ann	Danis			401 Wagner	Gd. Blanc	MI	48439	Roundtable	233-5575	
Bev	Danks	Artist		12190 W. Mt. Morris Rd.	Flushing	MI	48433	Roundtable	743-6401	
Robert	Darling	Murals		202 N. Main St.	Vassar	MI	48768	Roundtable	638-2000	
John	Dempsey	Fine Arts	Buckham Gallery			MI	48768	Roundtable	989-832-2322	jdempsy@edtech.mcc.edu
Monique	Desormeau	Education	Flint Institute of Arts	1120 E. Kearsley St.	Flint	MI	48593	RT, M, S	234-1695	mdesormeau@flintarts.org
Quincy	Dobbs	Dr.	Woodside Church	1509 E. Court St.	Flint	MI	48503	Roundtable	767-4911	quincyd@woodsidechurch.net
Lewis	Driskell		Union Printing Company	1753-59 N. Saginaw St.	Flint	MI	48505	Meeting	767-8220	unprint@tir.com
Ken	Duquaine	President	Flint Federation of Musicians	724 S. Gd. Traverse	Flint	MI	48502	Survey		
Troy	Farah		Capitol Theater	P.O. Box 3597	Flint	MI	48502	Roundtable	767-5141	capitol1140@aol.com
Greg	Fiedler	Director	GEAC	816 S. Saginaw St.	Flint	MI	48502	RT, M, S, FT	238-6496	gfac@prodigy.net
Crystal	Flynn		UM-F			MI	48502	Meeting	762-3365	cflynn@umflint.edu
Robert	Foy	Director	MTA	1401 S. Dort Hwy.	Flint	MI	48503	Roundtable	767-6950	rfoyer@mtaflint.org
Lisa	Friedman	Reverend	Unitarian Universalist Church	2474 S. Ballenger	Flint	MI	48507	Roundtable	232-4023	lfriedman@gfn.org
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First	Last Name	Title	Organization	Address	City	St	Zip	Participate	Phone	Email
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Sheila	Graham	Director	Creative Expressions Dance Studio	3713 Evergreen Pkwy.	Flint	MI	48503	RT, S	743-6329	shegraha7@aol.com
Sheila	Graham	Director	Creative Expressions Dance Studio	3300 N. Saginaw	Flint	MI	48505	RT, S	810-7873991	shegraham@netzero.net
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Tim	Herman	Director	Focus Council/Uptown Reinvestment	Mott Foundation Bldg.	Flint	MI	48502	Meeting	232-6444	twherm@aol.com
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David	Huber	Musician	Flint Youth Theatre	1006 Dury Lane	Flushing	MI	48433	Roundtable	659-7182	pdhuber@aol.com
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Pete	Hutchison		First Presbyterian Church	746 S. Saginaw St.	Flint	MI	48502	Roundtable	234-8073	
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Bernadel	Jefferson			2814 Lewis St.	Flint	MI		Roundtable	789-7290	sjaeger99@comcast.net
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Melvin	McFadden		Music Teacher Flint Schools	5069 Shady Oak Trail	Flint	MI	48532	Roundtable	238-2351	HGMcGee@ameritech.net
Harrison	McGee	Teacher						Roundtable	810-230-6645	

# C. LIST OF ALL CULTURAL PLANNING PARTICIPANTS (CONTINUED)

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Roxy	Moreno		Genesee County Parks	5045 Stanley Rd.	Flint	MI	48506	Meeting	249-3811	scundra915@aol.com
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Sixto	Olivo							Meeting	281-935-1311	office@marasprangfloors.com
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Deborah	Pascoe	Director	International Institute	515 Stevens St.	Flint	MI	48502	Meeting	767-0720	fijiladydebbie@aol.com
Sherwood	Pea	Musician		517 Page St.	Flint	MI	48505	Roundtable	234-9868	
Ray	Persia	Board	GFAC	816 S. Saginaw St.	Flint	MI	48502	Meeting		raypersia@aol.com
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Ann	Richards		C.S. Mott Foundation	503 S. Saginaw St.	Flint	MI	48502	Roundtable	766-1733	arichards@mott.org
Bryan	Rives	Director	Whiting Auditorium	1241 E. Kearsley St.	Flint	MI	48502	Meeting	237-7390	bryanrives@flintcultural.org
Paul	Rozycki		Mott Community College	1401 E. Court St.	Flint	MI	48503	Roundtable	762-0514	prozycki@mcc.edu
Artina	Sadler	Project Mgr	Flint Cultural Center	1178 Longway Blvd.	Flint	MI	48503	RT, M	810-237-7342	asadler@flintcultural.org
Joy	Schroeder		Court St. United Methodist Church	225 W. Court St.	Flint	MI	48502	Roundtable	235-4651	joyschroed@yahoo.com
Dick	Shaink	President	Mott Community College	1401 E. Court St.	Flint	MI	48503	Roundtable	762-0453	dshaink@mcc.edu
Tim	Shickles,	Director	Sloan Museum	1221 E. Kearsley St.	Flint	MI	48503	RT, M, S, FT	237-3445	tchickles@flintcultural.org
Jessie	Sirna	Associates. Dean	MCC Fine Arts Dept.	1401 E. Court Street	Flint	MI	48503	Roundtable	762-0474	jsirna@mcc.edu
Janet	Skank	Vice Pres	Montrose Blueberry Festival	P.O. Box 316	Montrose	MI	48457	Survey	810-639-3475	
David	Smallidge	Artist		3065 Connecticut	Burton	MI	48519	Roundtable	743-7966	jsnodgrass@co.genesee.mi.us
Gerald	Snodgrass		Gen. Co. Prosecutor's Office	200 Courthouse	Flint	MI	48502	Roundtable	237-3005	stolpin@ameritech.net
Bill	Stolpin	Artist		12201 Gage Road	Holly	MI	48442	Roundtable	810-629-9013	
Thomas	Sumner	Director	Children's Museum	1602 W. Third Ave.	Flint	MI	48504	Survey	810-767-5437	tsvitkov@geneseeisd.org
Tom	Svitkovich	Superintendent	GISD	2413 W. Maple Ave.	Flint	MI	48507	Roundtable	633-5033	etaborn@usbnc.org
Edris	Taborn		Louhelen Baha'I School	3208 S. State Rd.	Davison	MI	48423	Roundtable	235-4731	
Macy	Taylor							Roundtable	785-5340	dthomas@salemhousing.org
Delisa	Thames		Salem Housing CDC	3216 MLK	Flint	MI	48505	Roundtable	695-4222	joyce@grandblanchamber.org
Joyce	Thewalt		Gd. Blanc Festival	512 E. Gd. Blanc Rd.	Gd. Blanc	MI	48439	RT, S		

<b>First</b>	<b>Last Name</b>	<b>Title</b>	<b>Organization</b>	<b>Address</b>	<b>City</b>	<b>St</b>	<b>Zip</b>	<b>Participate</b>	<b>Phone</b>	<b>Email</b>
Tasheena	Thompson	Student	Creative Expressions Dance Studio	5323 N. Jennings Rd.	Flint	MI	48504	Roundtable	787-0420	dancelS in Me@netscape.net
Bev	Tippett		CFGf	502 Church Street	Flint	MI	48502	RT, M	767-8270	btippett@cfgf.org
Paul	Torre	President	Flint Institute of Music	1025 E. Kearsley St.	Flint	MI	48503	Meeting	237-3114	ptorre@thefim.com
Davin	Torre	Director	Flint School of Performing Arts	1025 E. Kearsley St.	Flint	MI	48503	Roundtable	237-3120	dptorre@thefim.com
Ted	Valley	Chairman	Flint Community Players	2462 S. Ballenger Hwy.	Flint	MI	48505	Meeting	760-3735	vertigotheatrics@aol.com
John	Vorrice			211 E. Moore	Flint	MI	48505	Roundtable		
Steve	Wall		Court Street Village CDC	727 East Street	Flint	MI	48503	Roundtable	239-4644	NBHDGUY@AOL.COM
William	Ward	Director	Flint Youth Theatre	1220 E. Kearsley St.	Flint	MI	48503	RT, M, S	760-5373	wpwfy@aol.com
Morrie	Warshawski	Consultant		1408 W. Washington	Ann Arbor	MI	48103	consultant	734-332-9768	morriewar@aol.com
Chris	Waters	Associates. Dean	College of Arts & Sciences, UM-F	303 E. Kearsley St.	Flint	MI	48502	Roundtable	762-3234	cwaters@umich.edu
Marcia	Watkins	Artist	University of Michigan-Flint	937 E. 7th St.	Flint	MI	48503	Roundtable	767-9285	mwatkins@umflint.edu
Dale	Weighill	Director	Resource Center	1401 Grand Traverse	Flint	MI	48505	Meeting	232-6216	resource@gfn.org
Vickie	Weiss	Teacher	Grand Blanc Schools	17344 Brookshire Drive	Gd. Blanc	MI	48439	Roundtable	591-6088	vweiss4037@aol.com
Leon	Wesson			7013 Cranwood	Flint	MI	48505	Roundtable		
Kathryn	Williams	Director	Museum of African American History	P.O. Box 660	Flint	MI	48501	RT, S, M	789-7324	museumafricanflint@compuserve.com
Yancy	Wilson		Encephalon Youth Services	1840 Groveland Ave.	Flint	MI	48505	Roundtable	701-7850	encephalon127@netscape.net
Sue	Wood	Facilitator		1710 Woodlawn Park Dr.	Flint	MI	48503	consultant	287-4595	swood3644@sbglobal.net
Ravi	Yalamanchi		Metro Housing Partnerships	503 S. Saginaw St.	Flint	MI	48502	Meeting	767-4622 X21	

## D. COMMUNITY CULTURAL PLANNING FACILITATION TEAM MEETINGS

DATE	PLACE	ATTENDEES	AGENDA
6-14-02	Southfield	Bradley, Coles, Fiedler, Johnson LeSage, Ornstein, Shickles, Wood	Michigan Association of Community Arts Agencies Seminar on Community Cultural Planning
8-20-02	Applewood	Facilitation Team	Whether to proceed with cultural planning locally
10-9-02	Applewood	Facilitation Team	Definitions and planning process
10-29-02	Greater Flint Arts Council	Facilitation Team	Planning for public meeting
11-13-02	Greater Flint Arts Council	Facilitation Team and 21 members of the community ( <i>See Appendix for specific names</i> )	Introduction of cultural planning; brainstorm on “culture”
12-11-03	Flint Public Library	Facilitation Team	De-brief GFAC meeting
12-19-03	Flint Cultural Center Corporation	Facilitation Team	Plan for next public meeting
1-09-03	Greater Flint Arts Council	Facilitation Team and 42 members of the community ( <i>See Appendix for specific names</i> )	Vision of what we could accomplish
1-29-03	Sarvis	Facilitation Team	Engage Warshawski; proceed with assessment
2-13-03	Sarvis; Sloan	Facilitation Team; Warshawski; 17 members of public	Meet Warshawski; hear about assessment tools
3-18-03	Sarvis	Facilitation Team; Warshawski	ID stakeholders; ID assessment tools
4-24-03	Sarvis	Facilitation Team; Warshawski	Data review; roundtable report
7-10-03	Sarvis	Facilitation Team; Warshawski	Review assessment information; decide on report content and format

## E. CHART OF ROUNDTABLE MEETINGS

GROUP	HOST	LOCATION	DATE	TIME	FACILITATOR	NOTES	ATTENDING
Performing Artists	NCCE*	NCCE	April 14	4:30–6:30	Morrie Warshawski	Sue Wood	11
Visual Artists	NCCE	NCCE	April 15	4:30–6:30	Morrie Warshawski	Sue Wood	9
Neighborhoods	Chris Monk Lee Bell	GCCARD Building	May 16	12:00–2:00	Sue Wood	Chris Monk	18
Faith Based	Deb Kohler	Woodside Church	May 20	12:00–2:00	Morrie Warshawski	Gloria Coles	7
County Arts Groups	Bev Tippet	Community Foundation of Greater Flint	May 21	4:30–6:30	Morrie Warshawski	Greg Fiedler	14
Business/Media	Jack LeSage	Sarvis	May 21	11:45-1:45	Morrie Warshawski	Sue Wood	9
Business/Media	Jack LeSage	Sarvis	May 28	11:45-1:45	Morrie Warshawski	Sue Wood	8
K-12 Educators	Cindy Ornstein	Applewood	June 2	4:00-6:00	Sue Wood	Cindy Ornstein	6
Higher Ed	Cindy Ornstein	Applewood	June 2	1:30-3:30	Sue Wood	Jan Hartranft	6
Youth Focus (non- school settings)	Davin Torre	Flint School of Performing Arts at FIM	June 3	4:30 – 6:30	Sue Wood	Tim Shickles	9
Funders	Sharnita Johnson	Applewood	June 3	1:00-3:00	Morrie Warshawski	Sue Wood	7
African American Culture	Facilitation Team	Berston Field House	June 12	4:00-6:00	Bruce Bradley	Sue Wood	10
							114

\*National Center for Community Education



Organization	Address	City	Zip	Office	Music	Art	Dance	Theatre	Literary	Media	Multi	Other
43 Labor Museum & Learning Center	1940 W. Atherton	Flint	48507	810-767-0910								History
44 Left Bank Gallery	503 East St.	Flint	48503	810/239-2921		X						
45 Mott College Gallery	214 DeWaters Art Center	Flint	48503			X						
46 Mott College Steelheads	MMB 1123 1401 E. Court	Flint	48503	810-232-8746	X							
47 Neo Griot Performance Collective		Flint	48502	810-730-0323	X				X			Resource
48 Resource Center	1401 S. Grand Traverse	Flint	48503	810/232-6216								
49 Revelation Art Gallery	6119 Sierra Pass	Flint	48532	810/732-1880	X							
50 UMF Gospel Choir		Flint	48502		X							
51 UMF Art Gallery	Harding Mott U-Cen, UMF	Flint	48502			X		X				
52 UMF Theatre Department Series		Flint	48502									History
53 Whaley Historical House	803 Stevens St.	Flint	48503	810/235-6841								
54 Young People's Ballet Theatre	5251 Commerce Rd.	Flint	48507	810-230-1355			X					
55 YWCA of Greater Flint	310 E. 3rd St.	Flint	48502	810-238-7621							X	
56 El Ballet Folklorico Estudiantil	5211 E. Carpenter Rd.	Flint	48506	810/736-3700			X					
57 Flushing Area Historical Society	431 W. Main St.	Flushing	48433	810/487-0814								History
58 Flushing Museum & Cultural Center	431 W. Main St.	Flushing	48433	810-487-0814		X					X	
59 Clio Cast & Crew	1420 Perry Rd., #4-14	Gd. Blanc	48439					X				
60 Grand Blanc Festival	512 E. Grand Blanc Rd.	Gd. Blanc	48439	810/695-4222							X	
61 Grand Blanc Fine Arts Council	223 Bush St.	Gd. Blanc	48439	810/591-6139							X	
62 Grand Blanc Heritage Assoc./Museum	203 E. Grand Blanc Rd.	Gd. Blanc	48439	810/694-6879								History
63 Museum of Afrikan Am. History/Flint	PO Box 543	Gd. Blanc	48439	810/695-9268		X						Cultural
64 UMF Alumni Choir	1213 Holly Spring Lane	Gd. Blanc	48439	810-694-9066	X							
65 Linden Mills Historical Society	PO Box 823	Linden	48451	810/735-7607								History
66 Montrose Blueberry Fest	PO Box 316	Montrose	48457	810/639-3475								Festival
67 Bradley Associates	2145 Armstrong	Mt. Morris	48458	810/787-2626			X					
68 Genesee County Fair	731 E. Mount Morris St., #C	Mt. Morris	48458	810/687-0953							X	
69 Nrityanjali	2508 Nandi Hills Tr.	Sw. Creek	48473				X					Cultural
70 Swartz Creek Fine Arts	8099 Civic Dr., PO Box 98	Sw. Creek	48473	810/635-3292							X	

## G. PRELIMINARY LIST OF FACILITIES AVAILABLE FOR ARTS AND CULTURAL EVENTS

<b>Organization</b>	<b>Phone</b>	<b>Address</b>	<b>Contact Person</b>	<b>Cost</b>
Applewood, CS Mott	233-3031	1400 E.Kearsley St., Flint 48503	Deborah Elliott	Fee for outside productions
Buckham Alley Theatre	989-871-4491	512 Buckham, Flint 48502	John Coggins	
Buckham Gallery	239-4477	134 W. Second, Flint 48502		
Christ Episcopal Center	239-9425	322 E. Hamilton, Flint 48505	Leenard Williams	Non-profits-No Charge
Clio Amphitheatre	687-7611	401 Rodgers Lodge, Clio 48420	Todd Brown	\$10,000 per day
Clio Area Arts Society	955-1986	301 Rodgers Lodge, Clio 48420	Elena Rae Guevara	Non-profits-No Charge
Fenton Village Players	629-0021	126 N. Leroy, Fenton 48430		
Flint Institute of Arts	234-1695	1120 E.Kearsley, Flint 48503	Heather Harwood	Rental Fee Varies
Flint Institute of Music	237-3116	1025 E.Kearsley, Flint 48503	Paul Jenkins	Rental Fee Varies
Flint Public Library	249-2039	1026 E.Kearsley, Flint 48502	Sheryl Dunn	Non-profits Only-No Charge
Flushing Area Museum	487-0814	431 W.Main, Flushing 48433		
Flushing HS Amphitheatre				
Flushing HS Comm.Auditorium				
GFAC				
Good Beans Café	238-2787	816 S.Saginaw, Flint 48502	Greg Fiedler	Free to Non-profits
International Institute	237-4663	328 N.Grand Traverse, Flint 48503	Ken VanWagoner	No charge
Left Bank Gallery	767-6486	515 Stevens, Flint 48502	Joyce Keys	Varies per room
MCC Auditorium	239-2921	503 East St., Flint 48503		
MCC Prah! Center	762-5906	1401 E.Court, Flint 48503	Mary Meeker	Varies for purpose
Parks&Rec-Berston Ctr.	762-5906	1401 E.Court, Flint 48503	Mary Meeker	Varies for purpose
Parks&Rec-Brennan Ctr.	766-7463	3300 N.Saginaw, Flint 48505	Becky McLogan	\$65/Hr+3Hr minimum
Parks&Rec-Hasselbring Ctr.	766-7463	1301 Pingree, Flint 48503	Becky McLogan	\$65/Hr+3Hr minimum
Parks&Rec-McKinley Ctr.	766-7463	1002 W.Home, Flint 48505	Becky McLogan	\$65/Hr+3Hr minimum
Parks&Rec-Pierce Ctr.	766-6463	249 Peer, Flint 48503	Becky McLogan	\$65/Hr+3Hr minimum
Parks&Rec-Riverbank Park	766-7463	2302 Brookside, Flint 48503	Becky McLogan	\$65/Hr+3Hr minimum
Sloan Museum	766-7463	120 E.Fifth Ave., Flint 48503	Becky McLogan	\$50/Day+Security Deposit
Temple Dining Room	237-3444	1221 E.Kearsley, Flint 48503	Kristen Warden	Varies for purpose
Temple, Masonic Association	235-7760	755 S.Saginaw, Flint 48502	Judy	\$50 during open hours
The Lunch Studio	232-8641	755 S.Saginaw, Flint 48502	Judy	No charge
UM-Flint Conf.Rooms	424-9868	444 S.Saginaw, Flint 48502	Tracey Whelpley	Varies for purpose
UM-Flint Dance Studio	762-3436	303 E.Kearsley, Flint 48503	Bldg.Mgmt&Events	never been rented
UM-Flint KIVA Room	237-6521	400 N. Saginaw St., Flint 48503	Carolyn Gillespie	\$170/4Hrs+\$110/Hrs after
UM-Flint North Bank Ctr.	762-3436	UM-F University Center	Peggy Graham	Ballroom \$1300/6Hrs
UM-Flint Theater	762-3436	400 N.Saginaw, Flint 48502	Bldg.Mgmt&Events	\$500/Day+labor costs
Urban League of Flint	762-3436	303 E.Kearsley, Flint 48503	Bldg.Mgmt&Events	\$50/Hr Auditorium, Conf Rm
Whaley Historical House	789-7611x204	5005 Cloverlawn, Flint 48504	Leisa Richardson, CEO	\$30-\$60/Hr (varies w/food)
Whiting Auditorium	235-6841	524 E.Kearsley, Flint 48503	Pat Schierup	\$2500+expenses
Youth Theater-Bower	237-7337	1241 E.Kearsley, Flint 48503	Marilyn Hamilton-Goyette	\$100/Hr.
Youth Theater-Elgood Theatre	760-1018	1220 E.Kearsley St., Flint 48503	Susan Wiggins	\$60/Hr.
	760-1018	1220 E.Kearsley St., Flint 48503	Susan Wiggins	



## H. ARTS AND CULTURE ORGANIZATIONS SURVEY

ORGANIZATION NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_ EMAIL \_\_\_\_\_

WEB ADDRESS \_\_\_\_\_

NAME & TITLE OF PERSON FILLING OUT THIS FORM:

Year Incorporated: \_\_\_\_\_ If you are not incorporated, are you seeking to be? \_\_\_\_\_

Number of Staff: \_\_\_\_\_ Full-time \_\_\_\_\_ Part-time \_\_\_\_\_ Volunteer

For Your Last Completed Fiscal Year Please List:

Income: \_\_\_\_\_

Expenses: \_\_\_\_\_

Net: \_\_\_\_\_

Earned Income (ticket sales, admissions, fees, concessions = \_\_\_\_\_ %

Unearned Income (donations, grants) = \_\_\_\_\_ %

Unearned Income Comes From:

\_\_\_\_\_ % Private Foundations

\_\_\_\_\_ % Government Agencies:

\_\_\_\_\_ % Michigan Council for Arts and Cultural Affairs

\_\_\_\_\_ % Greater Flint Arts Council Mini Grant

\_\_\_\_\_ % Other Government Agencies (City or County government; NEA)

\_\_\_\_\_ % Corporations & Businesses

\_\_\_\_\_ % Contributions from your Board of Directors

\_\_\_\_\_ % Other Individual Donations; Memberships

Do you have:

An Endowment? \_\_\_\_\_ Yes \_\_\_\_\_ No

Cash Reserve Account? \_\_\_\_\_ Yes \_\_\_\_\_ No

For your current year, do you expect your Budget to:

\_\_\_\_\_ Grow \_\_\_\_\_ Shrink \_\_\_\_\_ Stay the same

Do you have your own facility? \_\_\_\_\_ Yes \_\_\_\_\_ No

If yes, is your space: \_\_\_\_\_ Rented \_\_\_\_\_ Owned \_\_\_\_\_ Donated

Is your space adequate for your current needs? \_\_\_\_\_ Yes \_\_\_\_\_ No

Is your space adequate for your planned needs in the near future? \_\_\_\_\_ Yes \_\_\_\_\_ No

If you do not have a space, are you seeking one? \_\_\_\_Yes \_\_\_\_No  
If you are seeking space, briefly describe what you are looking for\_\_\_\_\_  
\_\_\_\_\_

With which art forms are you involved (check all that apply):  
\_\_\_\_Visual Arts \_\_\_\_Music \_\_\_\_Dance \_\_\_\_Theater \_\_\_\_Media Arts \_\_\_\_Literature \_\_\_\_Other  
(specify \_\_\_\_\_)

Please Describe Your Current Audience-  
By Age: \_\_\_\_% under 12; \_\_\_\_% 12-18; \_\_\_\_% 18-29; \_\_\_\_% 30-44; \_\_\_\_%45-59; \_\_\_\_% 60+  
  
By Ethnicity: \_\_\_\_%African American; \_\_\_\_%White; \_\_\_\_%Hispanic; \_\_\_\_%Asian American;  
\_\_\_\_%Native American; \_\_\_\_  
\_\_\_\_%Other(specify\_\_\_\_\_)

How many people do you serve per year? \_\_\_\_\_

What are the most pressing issues currently facing your organization?  
(Please list in order of importance, with most important first):  
1.  
2.  
3.  
4.  
5.

Other than yourself, what arts and cultural organizations in Flint/Genesee Co.  
do you feel provide exemplary service to the community?

What are the special strengths that you feel your organization and the Flint cultural  
community in general have to build on for future development?

Other Comments?

**Thank you for taking time out of your busy schedule to help us with this important survey.**  
**Please Return No Later than: June 13, 2003**  
**Fax to: GFAC at 238-6879**